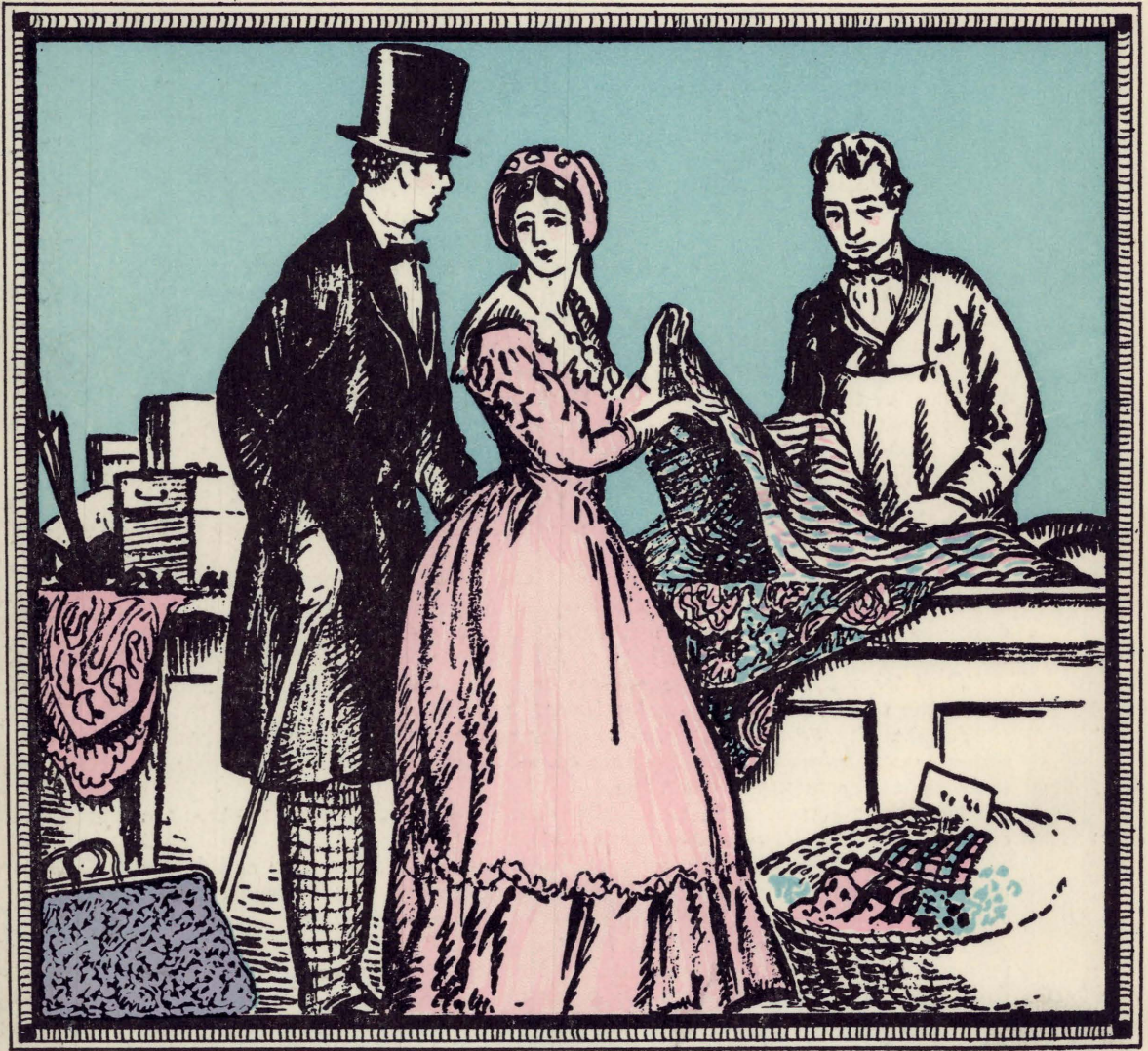


# *The* STORAGRAM



55<sup>TH</sup> ANNIVERSARY  
1871 — 1926

KAUFMANN'S  
FIFTH AVENUE PITTSBURGH



# OAKS and ACORNS

THERE is no equivalent for the orderly, normal processes of growth. Folk repeatedly attempt to make mere capital accomplish what expertness and thoroughness *alone* can achieve. But time and experience run the only school in which success is taught. Department stores learn the ABC's of merchandising in little shops, and Ford plants study their first lessons in woodsheds. Marshall Field sold calicos over a crossroads counter. Wanamaker's grew out of a clerk's pay envelope. And the American Trading Corporation rests upon a peddler's tray. The links of the Atlantic and Pacific chain stretch back to the seventies. And a Colgate was boiling soap when Washington was alive.

These observations are inspired by the approach of two events—the hundred and fiftieth anniversary of the Declaration of Independence and the 55th birthday of The Big Store.

Neither the men high-lighting history nor the concerns skylining cities initially set the marks they ultimately attained. The Fathers of the Republic never contemplated a sovereignty extending from Gulf to Lakes and from Hellgate to Golden Gate.

The farthest imagination among the signers hardly reached to the banks of the Mississippi, or envisioned a maximum national surplus of *one* billion dollars, much less financial resources from which the old world would draw, within a single decade, *twenty* billions in war and commercial loans.

In 1820, total federal and state revenues fell below the present annual sales of Kaufmann's, and the Louisiana Purchase didn't involve as much money as this store's present yearly volume.

The U. S. A. paid Russia three millions less for Alaska than the capital needed to carry on this establishment.

All of which illustrates how important it is to know your business and to serve its opportunities, and likewise indicates how a good judge of values can always find bargains—as witness the acquisition of practically half the territory of the United States for twenty-seven-odd millions, and Alaska for seven million two hundred thousand.

Thus shrewd nations and merchants steadily expand, and those who don't steward so wisely lose international stride and competition place.

America, at outset, did not aspire to be the greatest of democracies. But because national purposes were fully defined and rooted in simple, inexorable fundamentals, the subsequent structure has held firm.

The Young Republic had no funds to dissipate in reckless experiment, so was compelled to weigh means and measures warily.

Early years of fiscal constraint compelled America to dicker hard and depend upon wit and caution to piece out slowly accruing finances, until these qualities became inbred and traditional, keeping us at our own lasts and sticking to familiar ground.

Just so, Kaufmann's, originally a tiny neighborhood shop in a side street, with an initial stock representing Isaac Kaufmann's youthful savings of a few hundred dollars, learned in yonder precarious days that it could only prosper by getting and giving the fullest value for every penny, by keen discrimination in selecting its stocks and by turning funds fast through frequent sales at short profits.

Its slender footing could not be risked by so much as the loss of a single customer. If Kaufmann's had not offered better goods at the price or the same goods for less, competition with fuller resourced establishments would have been futile.

Our fundamentals, too, have come down from a vigorous, stern past—a creed passed from one generation to another—the code of sound merchants whose records and experience have convinced the balance sheet that we shall always fare far while we play fair, and continue to keep Pittsburgh's dollar growing greater at The Big Store.



# *The* STORAGRAM



The Storagram is a monthly publication published by the employees of Kaufmann's. For this 55th Anniversary we have printed a number of extra copies for distribution to our customers, who may find it interesting as giving a more intimate view of The Big Store and its personnel.

# The STORACRAM



The Storam is a weekly publication  
not published by the copyright  
holders. For the first time  
we have printed a new set of  
rules for the Storam to be  
used by the Storam and its  
members. The Storam and its  
members are to be used by the  
Storam and its members.



# *The* STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it.

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop.

Vol. VII

PITTSBURGH . *Anniversary Number* . PENNSYLVANIA

No. 6

## FROM THE OLDEST OLD TIMER TO FUTURE OLD TIMERS



AS THE oldest Old Timer in the store, I am asked to write a message to the younger fellow workers, to those who will in the future replace the Old Timers of today.

Looking back over forty-seven years of service with Kaufmann's, I am proud of the store as it is today, proud to have been connected with it as it grew from the little men's clothing shop to a great merchandising institution.

Our store grew in service to the public as it grew in size. Its service was given cheerfully and honestly. The public, in turn, gave its support and will continue to give its patronage as long as we continue to render service.

My message to you is: Remember that you have a heritage to uphold, a responsibility to fulfill. It is your work to carry on the ideals set for our store, to act always with the thought that you are our representative to the public.

Having seen so many changes in a lifetime, we know that changes will continue. Kaufmann's will become more valuable to the community from year to year, and you will win more and more friends by faithfully giving honest and courteous service.

RICHARD WALKER.



# As the Old Timers Remember Kaufmann's

Fifty-five years have brought about phenomenal changes in Pittsburgh. It has grown from a small city, just beginning to be known as a "mill town", to one of the most important industrial centers of the world. Before 1871 the industrial revolution had struck the world, and Pittsburgh, like the other cities throughout this country, was just beginning to show the effects of the age of machinery.

There are even few Old Timers who remember distinctly the conditions of Pittsburgh and the beginning of Kaufmann's in 1871.



The small store, which was opened at 1916 Carson Street, South Side, was begun with vast ambitions and confidence, and not a great amount of capital. Men's and boys' clothing and furnishings were the principal articles sold. The store occupied a floor space 18x28 feet.

In less than a year, the store was moved to 1932 Carson Street, where there was a floor space of 20x45 feet. It remained in this location for three years. Then in 1875, another store was opened on Federal Street, North Side.

The store was established at Diamond and Smithfield Streets in 1879, with a frontage of 20x50 feet. Men's and boys' clothing and furnishings were still the only merchandise carried. Three salesmen were employed and they, with the three members of the firm, did all the office work, selling, wrapping, window trimming and delivering.

One year later, the first floor of the adjoining store was rented. Business continued to increase, and in another year the second, third and fourth floors of the adjoining building were rented and

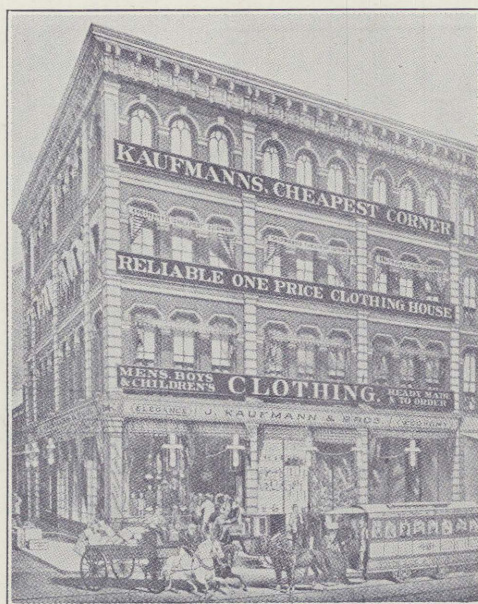
added to the selling space. Eight salesmen were needed before the additional floors were rented, and that number quickly increased to seventy-five.

Improvements were begun on the building. A new stairway was built and one small elevator installed. When the alterations were completed, the store was given the name of "Kaufmann's Grand Depot." It was one of the largest store buildings in the city at that time, and the employees were very proud of it.

From then on new lines of merchandise were carried, and improvements made in the building to accommodate the new departments. As the little mills "not much bigger than blacksmith shops" were growing into great steel furnaces, the little store at the corner of Smithfield and Diamond Streets was developing into a great merchandise center. Each year saw some changes in the building and a spreading into new fields of merchandise.

In 1892, the first addition was made on Fifth Avenue. Then, from time to time, more buildings were added until the store covered the entire block. The main building, as it is today, was constructed in 1913. Since then changes have been made only in the interior.

The store has exceeded the highest expectations of its founders and yet it has not reached the peak of its growth. As Pittsburgh is continuing to grow and increase its output of many products to the world, so Kaufmann's will continue to grow and serve the people of greater Pittsburgh.





# Changes in the Store Since Last Anniversary

Looking back from 1926 to 1871 seems a long span of time. We consider the number of great changes that have taken place as natural events in the course of affairs. We may think that changes have been a thing of the past, that the store is as it is now, and that there are few improvements from one year to another.

But it is only necessary to review briefly the growth of the store in the past year to realize how Kaufmann's is growing not only from year to year, but even from month to month.

## THE HOUSE CHARMING

The House Charming on seventh, eighth and ninth floors, which was opened to the public the last of February, is a department noteworthy in its plans and its decorations. All of us have visited it, studied the apartments designed for the family of moderate income, and admired the beautiful period rooms.

The House Charming has proved popular with the public. The first month it was opened, each week day it was thronged with interested visitors. Every day the hostesses are busy guiding our guests through these lovely rooms, and, if they wish, making suggestions as to how these plans could be adapted to their own homes.

## THE BUDGET BUREAU

The Thrift Apartments of the House Charming were planned by the Budget Bureau.

Aside from the practical demonstration of the budget plan in the Thrift Apartments, the Budget Bureau has been of inestimable service to hundreds of customers who have come to it for aid in planning an individual or family budget.

The Budget Bureau is an advance step in merchandising in which the salesman co-operates with the purchaser in helping him choose the best things for the amount of money that he can afford, rather than urging him to buy beyond his financial ability.

## INTERIOR DECORATING AND GIFT SHOP

These two departments, which were originally one, have been divided, the Interior Decorating moving to the eighth floor near the furniture and main entrance to the House Charming, the gift shop remaining on the eleventh floor.

The division meant that each department would have larger space, and be able to work to better advantage. The Interior Decorating Department reveals many lovely objects, as one walks through it to the House Charming. The Gift Shop has spread itself out, is most attractively arranged, and

compares very favorably with any gift shop in the country, both in display and merchandise carried

## FURNITURE DEPARTMENT

Other changes adding to the charm of the eighth floor were the new period rooms, encircling three sides of the floor. These rooms make possible the better display of furniture so that the customer may see just how it is going to look when placed in his own home. The rooms form an ideally simple background for the furniture displayed for kitchen, dining room, bed room and living room.

## FIFTH FLOOR

Of changes in individual departments throughout the store, probably the most striking are those on the fifth floor. Some of these changes, the shoe department, Adoria Room and French Room in the art needlework department were completed before our last Anniversary. The two beautiful rooms in the millinery department, the debutante room, with its early American furnishings, and the French Room in its ultra-smartness in architecture, furnishings and merchandise, have been completed since last June.

## THE BOYS' AND GIRLS' FLOOR

The third floor has been turned into an ideal shopping place for the younger generation of Pittsburgh. Here the mother can do the shopping for all the children, from the tiny infant to the junior miss or son just getting into long trousers. Here also are the toys and the Magic Midget Theatre to amuse the children (and the mothers too) while taking a respite from shopping.

## FIRST FLOOR

On first floor, the men's furnishing departments have been moved and given more space, making it very convenient for the poor male shopper to slip into the store, invest in a necessary shirt or collar-button and slip out again without too much trouble to himself.

The changes mentioned here are only the principal ones that have been made during the past year. Some of them are new features in department store plans for serving the public, some of them were great strides forward in display and merchandising. Their brief summary makes us realize that our store has not ceased growing; it is continuing, and will continue to keep in the lead of forward merchandising in building up an institution worthy of its leaders and outstanding in the city and nation.



## Old Time Lassies—Our Directors

One of the delightful features of the Anniversary month is the appearance of the charming young ladies dressed in old time costumes. You can see them each day at the store entrances on the Main floor and at central points on the other floors distributing folders which announce the special selling events of the day.

These young women smiling demurely as was becoming a miss of our grandmothers' day are a bit of the past come to life again. They show us more vividly than our imaginations can picture the changes in styles from the nineteenth to the twentieth century.



MISS BURNS,

MISS RUFF,

MISS SMITH,

MISS WALLER,

MISS LEMIN

MISS DAUGHERTY

MISS GRAY



## Fashions of Former Days



MISS PORTER

Changes in styles from the middle of the past century until today have been as astonishing and radical as have the changes in manufacture and commerce.

These young women are pictures of the past upon which we gaze in admiration, but not with envy. The girl of 1870 looks very charming in her heavy silk dress with its voluminous skirts and sleeves, but imagine Miss 1926 driving her own car or getting off and on street cars in these costumes!



MISS MATHEW

MISS SHORT, MISS LEECH, MISS GREENBERGER

MISS CORAL



## MORE GRIST FOR THE MILLS OF FAITH

*This Store Watches the Nation for the Better Service of Pittsburgh*

**A**RMOUR and Company have built packing plants at St. Paul and at Huron in the South Dakota prairies. Hog raisers in Red River Valley are marketing two hundred pound shoats at four months and getting a ton dividend of pork annually per hog. Breckenridge horse breeders out-bid European fanciers at the last French shows and imported five percheron champions this year.

Minnesota will sell \$100,000,000 worth of butter in 1926. Washington's wheat crop promises to be a bumper, and Idaho's wool clip averages three pounds per fleece above normal.

Agricultural implement sales begin to pass all previous years. Railroad earnings are up. The last pangs of deflation are past and stability has crossed the Mississippi to increase tonnage, melt frozen credits, place contracts for rail equipment, restock the granges, resume highway work, erect barns and homes, replace outworn machinery and pay off mortgages. Watching such straws enables us to tell from which direction the winds of prosperity are blowing towards Pittsburgh.

If we didn't follow crop conditions and

maintain check upon producing areas, we wouldn't barter well enough to give Pittsburgh's dollar the extra power it has at The Big Store

When we have anticipatory news of excess yields in cotton or wool, we know that fabrics will be cheaper and wait for inevitably lower quotations from mills and manufacturers.

Without early information of gluts and shortages we couldn't gauge prospective commodity variants closely enough to possess the right goods at the right moment on close terms.

If we didn't scan economic horizons with long distance glasses, emergency would find us short handed or overloaded.

It is just as much our business to study agricultural charts as the balance sheet obligates us to keep track of world affairs and not be caught napping when international fracas upsets the import apple cart.

Wall Street flurries don't color our opinion of the country's outlook.

We foresee the thousands of extra freight

cars needed to handle crops of grain and wool, we picture the replenishing of empty coal yards, the resumption of trade in mining communities.

We remember lower income taxes and a half billion dollars of U. S. Steel surplus. Wherever we turn, conditions are working for the benefit of Pittsburgh industries and Pittsburgh pay envelopes

Of course we are optimistic. Pessimists don't survive nor serve. They pull in horns too soon, exaggerate risks and discount betterments.

The Big Store has never lost confidence in its city, in its country or in itself

The more we analyze, the more sure we are of the present and the more hopeful we become of the future. Kaufmann's has consistently served Faith and faithfully served its opportunities and obligations.

That's how "The Little Store Across the River" came to be "The Big Store at Fifth and Smithfield" and that's why we celebrate one more anniversary, assured that our limits are not within sight and certain that each year will offer new chances to expand service and stocks and give you always more for a little less.

*Our 55th Anniversary will Open Tuesday, June 1st*

KAUFMANN'S  
FIFTH AVENUE PITTSBURGH

*Our Anniversary Editorial of May 30, 1926.*



# The Storagram

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THURMAN MILLER, Cartoonist

PEGGY WIELAND, GEORGE DETRICH, Artists

ANNIVERSARY NUMBER

JUNE · 1926

## Age and Youth

Youth, rushing along in the flurry of its own enthusiasms and endeavors, thinks that the world must be remade overnight to agree with its ideas. The young man is impatient with the dignity and quiet attitude of age. Often he thinks that the older person has grown afraid of danger and will take no risks.

The Old Timer has gained his calmness through experience. He knows that quiet forcefulness is more productive of results than intermittent explosives; he has seen enough of life to understand its problems, to have worked out definite plans for meeting them. Age brings with it a mellowness that is stabilizing to the world, wisdom that gains the respect of youth, even while youth is impatient with its slow progress.

An institution that has lived and grown with a community for fifty-five years has acquired the same dignity that a well-known, respected citizen holds. It has won the confidence and affection of the public.

Passing through the boys' clothing department recently, we saw a customer smile at one of the Old Timers and say to him, "This is my grandson. Do you remember when I used to bring his father in for a suit?" The Old Timer greeted him cordially and admired the grandson, just as years before he had admired the son.

Those few friendly words between the customer and salesman illustrated better than anything else the bond of mutual confidence and friendship that exists between the public and Kaufmann's. That grandfather had bought his own clothing, his son's clothing, and now his grandson's in the same department for almost half a century.

Kaufmann's has gained the respect and admiration of the public in its fifty-five years of service. It holds a position of prestige possible only in an institution long established, whose value has been proved. But it does not "rest on its oars", feeling comfortably satisfied with itself.

Youth and age both are needed to make the world. Youth evolves the new ideas and dares to try them; age stabilizes affairs, and makes us think twice before we throw out all the older customs and conventions. So youth and age must work together to conduct a successful business.

Kaufmann's has built up ideals and given definite services to the public for fifty-five years. It has made for itself a place in the hearts of the public. The Old Timers maintain the dignity of the store and make sure that the aims of the founders are not forgotten. The younger executives and employees furnish the impetus for progress.

Hand in hand, age and youth give their best efforts to build Kaufmann's into an organization which, from year to year, will win more friends and ever be deserving of their friendship.



## Winners of Store Directory Contest

Do you know your store? We wager that it would be difficult to find any of the prize winners of the directory contest who are unable to tell you where a squee-gee, tarleton or other odd merchandise is located.

During May, a list of departments and merchandise found in them was distributed to employees, and later they were tested on this information. The result was that every one of us was better acquainted with our store, and those who were highest in the test on each floor received a prize. Following is the list of winners, all of whom are to be congratulated:

### FLOOR PRIZES—\$2.50

Basement,	MR. STANLEY FLANSBAUM, Ladies' Shoes
First,	MISS CATHERINE HELFRICH, Jewelry
Second,	MISS RUTH BARRY, Men's Sweaters
Third,	MISS HELEN CRISSMAN, Boys' Furnishings
Fourth,	MRS. DOTTIE SOLOMON, Ladies' Skirts
Fifth,	MISS WILMA COOKE, Adoria Beauty Salon
Sixth,	MRS. ROSE DELAY, Corsets
Seventh,	MISS MARY LOY, House Furnishings
Ninth,	MR. H. A. ASHLIN, Rugs
Eleventh,	MRS. NETTIE FLUKE, Victrola
Service Desk,	MISS KATHERINE MCGRAW, First Floor Service
Elevator,	MR. ALEXANDER BROWN, Elevator Operator

### STORE PRIZE—\$10.00

MISS HELEN CRISSMAN..... Boys' Furnishings



## Buyers from Many Departments

The successful merchant must live in the future. Plans for the Anniversary Events were made in January, and now while we are putting all our energy into the task of serving the public more satisfactorily than ever during June, many of our buyers are in foreign countries, selecting goods for the fall and winter.



*Paris—Important to Every Buyer.*

At present there are many Kaufmann buyers in Europe and several have returned just recently. At some time during the year, all the buyers from the large departments, which carry merchandise manufactured in foreign countries, visit Europe. Kaufmann's buy the largest amount of goods, of course, from manufacturers of the United States, but, by sending its buyers to Europe, it is keeping in the front in all lines of merchandise. Wherever there are artists and artisans creating new objects and clothing to meet the public's fancy or add to its comfort, there are Kaufmann buyers ready to choose whatever is suitable for their clientele.

To give only a brief outline of the countries which are being visited by the buyers now in Europe will give you an idea of the thoroughness with which our buyers search Europe for new merchandise.

Mr. McGhee, buyer of books and stationery, sailed recently. Before he returns to this country he will have visited book shops and publishers in England, Scotland and France. In those same countries, he will choose stationery. Italy, Germany, Austria and Belgium will be scoured for staple and fancy lines of stationery, as well as novelties for that department.

Miss Weber, buyer of infants' wear, and Miss Reilly, buyer of muslin and silk underwear, will visit the markets of England, France, Austria, Belgium and Switzerland.

Our Art Needlework Department displays many beautiful items, new fancies in embroideries and sewing. The woman who likes to be busy with a needle delights in the wealth of material offered to her. Many of these items have been bought in England, France, Belgium, Italy or Germany. Mrs. Hale, buyer for this department, visited these countries last year, and is in Europe at the present time.

The buyer for the Handkerchief Department, Miss Stoecker, also is in Europe. The daintiest fine linen, lace-trimmed handkerchiefs are bought in France and Switzerland; the more practical, plain all linen ones are selected in England and Ireland.

This is the first year that our Gift Shop has been represented in European markets. Miss Fismer, who had made several buying trips to Europe before coming to Kaufmann's, is now choosing new and beautiful novelties or practical gifts which will appear in the department in the early fall and for the Christmas season.

Mr. Albright, buyer of Jewelry, is selecting jewels and ornaments in France, Czecho-Slovakia and Italy.

France is the delight of the buyers of style departments. Our millinery buyer visits France early in the year—Mr. Heyman, merchandise manager of our ready-to-wear departments, will sail for Europe, July 7.



*Mrs. Boston, Miss Griffin, Mr. Boston.*



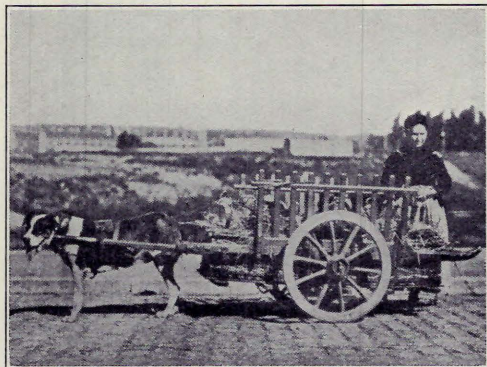
## Scouring the Marts of Europe

"Buying in Europe" sounds like a pleasant pastime to us, a carefree vacation in which one goes sightseeing and selects merchandise in between times. Of course, there is a restful ocean trip (if one doesn't get too seasick), and interesting sights to be seen in the various countries, but mostly it is a period of hard work, searching the markets and choosing wisely.

The buyers, Mr. Boston and Miss Griffin, who have just returned, have given us some very interesting details of their European buying experiences.

Mr. and Mrs. Boston and Miss Griffin sailed on the steamship "Leviathan" March 3rd, and were gone for about two months. Mr. Boston being on the trail of linens and Miss Griffin in search of gloves, their paths separated in Europe.

Ireland always stands out in our minds as being the "Linen Country." Belfast is an important point for the linen buyer—tablecloths, napkins and damask by the yard are bought there. The little town of Dunfermeline (the birthplace of Andrew Carnegie), in Scotland, manufactures damask and crash toweling.



*Belgium—Where many fancy linens are bought.*

On the continent the linen buyer visits Paris for antique filet laces, Belgium for fancy linens, and Germany for colored luncheon and breakfast sets. Czecho-Slovakia also offers fancy luncheon sets and towels, and Italy, especially Florence, is important for fine lace-trimmed linens.

Practically all linen is bought in European markets, because there are so few factories in America making linen products. Flax cannot be grown successfully in this country and the linen manufacturers here import their raw products.

One interesting personal incident given us by Mr. Boston was that a loom at the William Liddell

factory, which was weaving a special order of table linens for Kaufmann's dining-room, was started by Mrs. Boston.

Miss Griffin gives a very interesting account of her buying experience.

"Before I began to look for gloves to buy, I made a visit to all the stores and shops of Paris to see what they were showing. I also studied the styles worn in the hotels to get an idea of the best colors, for gloves must match the costume now.



*In Florence.*

"From Paris, I went to Milan, and then to Grenoble, which is the largest kid glove manufacturing city in the world. There are no elevators and the factories are often on the sixth floor of the buildings. In one place, I counted one hundred and two steps going up.

"My method was to look at as many lines as possible, select what I thought best, and have the samples sent to the hotel. Then I would make my final selections from all the samples, comparing prices, styles and colors. The orders are entered and I move on to another country, until my trip is completed. My itinerary included France, England, Germany, Belgium, Italy and Czecho-Slovakia.

"We will have some very lovely gloves for next fall and winter, both in women's and children's."

Other buyers' trips are similar to these two. They go to the sources of the product, have the widest selection of whatever is made, and from their broad experience are able to choose the merchandise in their line most suitable for Pittsburgh.

Our departments offer to the public merchandise which has been gleaned from every part of the world in which those products are made. In Kaufmann's one can comfortably wander from floor to floor, selecting at ease, large or small items which have been chosen with great care by our buyers from all Europe.

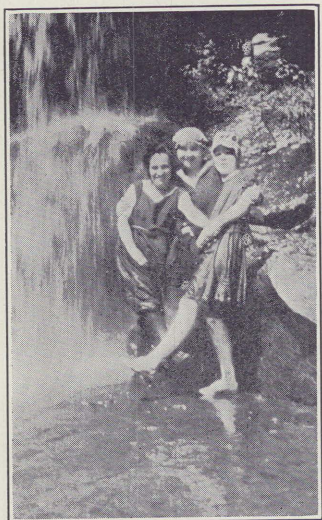


## Old Timers at Kaufmann's Summer Club

*Snapped at Bear Run about Ten Years Ago.*



*When the hiking costume  
was an ankle length skirt.*



*Three water nymphs  
under the falls.*



*Dear to the hearts of  
all Old Timers at the Club.*



*And we'll do it this summer!  
Stopping at Ohiopyle for a cool drink.*



*A sunbath in the daisy field.*



## *The First Week-End at Bear Run*

It was cold and rainy when we left Pittsburgh, and cold and rainy when we returned. In the mountains there was sunshine and warmth. If there is always such a contrast in climate, one can find a new world in a short three hours' ride from Pittsburgh.

Going up and up and up from Ohiopyle, we were lost in admiration of the beautiful vista of river and mountains stretching out before us. Around the corkscrew turns and up another steep climb, and a mail box marked Kaufmann's Summer Club showed us that we had reached our destination.

Never having visited the Club before, we sometimes had been skeptical of all the wonderful things said about it. Of course, we knew the photographs revealed lovely scenes, and that Bear Run vacationists couldn't be so enthusiastic unless it really was an attractive place. Now we have been there, seen the beauties of the mountains and brooks, the ideal clubhouse, the back-to-nature cottages, the family cottages—all with so many enticing features that it would be hard to choose the one in which to spend our vacation—and our opinion is that the Summer Club is beyond description. Let anyone exhaust his entire supply of superlatives, and he will not have exaggerated.

We were content to admire the swimming pool as part of the scenery. A few others were bolder, and to Mr. Heyman goes the honors for having "broken the ice" for the season of 1926.

There is only one way to understand all the enthusiasm about Kaufmann's Summer Club—visit it yourself. Then you will automatically join the Club Boosters.



## *Kaufmann's Summer Club in the Ads*

The air is like Palmolive Soap—"It helps you keep your school girl complexion."

The rest you get there is like Mineralava—"Keeps faces young."

The camp is like —!! "Four out of five employees go there!"

Also, like Florsheim Shoes—"It's for the man who cares."

The fun is like Marathon Gas—"Best in the long run."

The call of Bear Run is like—"His Master's Voice"—you can't resist it.

The Camp Mother is like Pathe News—"Sees all, knows all."

It's all like JUDGE—"Life, liberty and the pursuit of happiness."

Like Gulf Refining Oil "It's—more Power to You."

BELLE CYRILLE FINEMAN.

## *Health Examinations*

The following article was submitted by Dr. Wechsler and should be of special interest to us in view of the recent ruling to give a physical examination to all employees:

"Dr. W. D. Haggard of Nashville, retiring President of the American Medical Association, had this to say concerning periodic health examinations at the recent annual meeting of the association in Dallas, Texas.

"It is largely the problem of getting the patient in time. The unthinking may say this will make a great deal of business for the doctors. It is not for the benefit of the medical profession. Unfortunately, we get the same person with the same disease at an incurable period; why not at an advance period of his disease? That is the point we must make. We are not going to gain patients; the patients are going to gain health. We desire to confer an inestimable boon of prevention or amelioration on the individual before he is hopelessly ill. It will be the greatest bond of sympathy between the patient and his physician."

## *Remember—*

There are certain policies relating to the Anniversary month which have become institutions in this business. The Kaufmann store has set an unusually high standard in the manner of conducting an Anniversary selling event. While each of us is familiar with these things, it is desirable to keep them clearly before us throughout the entire month.

1. All Anniversary specials remain on sale the full month of June or until the entire purchases are sold.

2. Where the demand for any article is greater than anticipated, we will endeavor to replace it at the Anniversary sale price.

3. All comparative values quoted in the advertising are based on today's actual selling prices.

4. Nothing but special Anniversary merchandise is advertised during the month of June.

5. Every department in the store participates in the Anniversary so that every need for home or personal use can be supplied at very unusual savings during June.

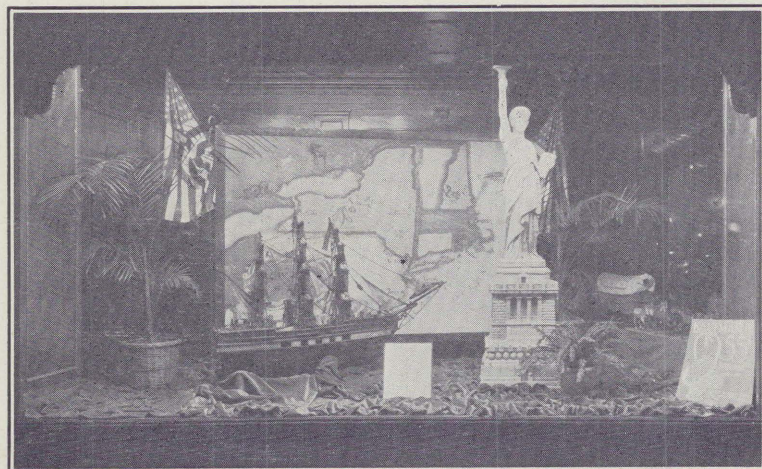
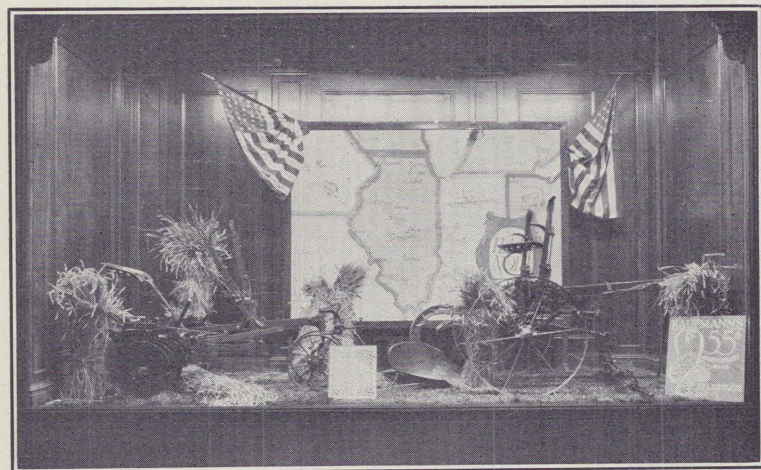
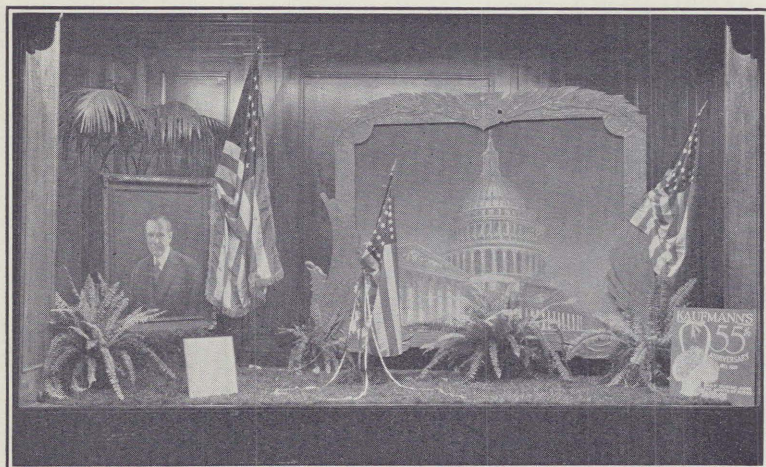


## *PARKING SERVICE*

Arrangements have been completed whereby the cars of customers are to be cared for during shopping hours at very nominal charges. Uniformed attendants of the Pittsburgh Parking Garages, Inc., will park the car and return it (a direct telephone line has been installed) at a charge of 15c each way.

The special morning rate, 8:30 to 12, is 40 cents for any length of time. The afternoon rate is 30 cents for the first hour and 10 cents for each additional hour of parking. The garage assumes total responsibility for the car while in their hands; a package delivery service to the garage has been installed. Here is a splendid service that will be appreciated by our customers.





# ANNIVERSARY

## The Pro the M Meet Window 55th An

In considering the progress of fifty-five years of continuous operation, the fact that the development of the country is dependent upon the growth of the nation as a whole, and the various States of the Union through the years, to the Big Store."

Now, State by State, we show in our windows their natural resources and manufactured products in completed forms and so on in the process. As presented in the various States, men, women and children have the opportunity of seeing a panoramic view of America.

We have presented the most representative or the more representative of the various States.

We present this exhibition in recognition, both of the States' contributions to the country and the interesting and information.

A replica of the Announcement of State products in our window



## Y WINDOWS

Products of  
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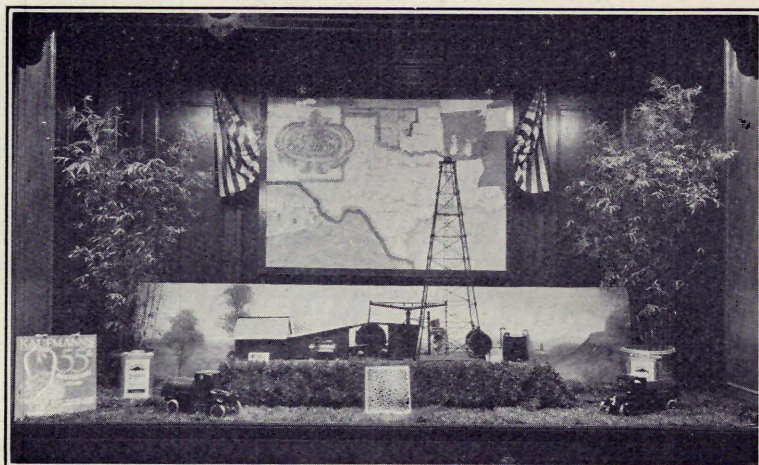
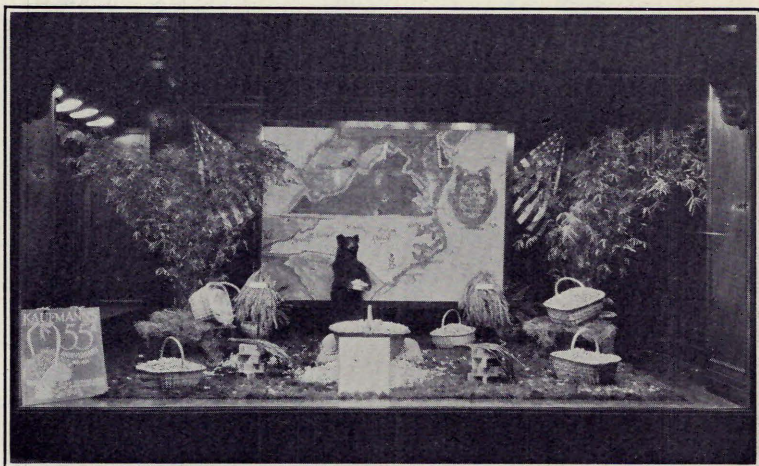
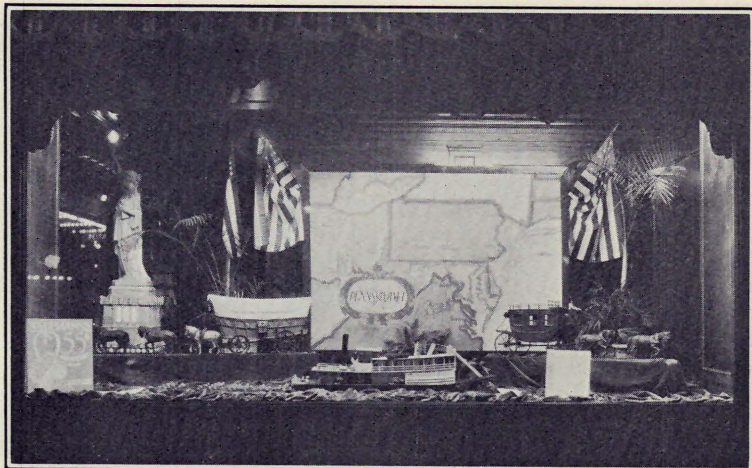
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display.

to the public of the exhibit of  
Photographs of six windows.





# The Customer—Our Guest On Store Tour

Very frequently the more we know about a person, about his thoughts, his aims and his problems, the better we like him and understand him. With this idea in mind, the public was invited to see the "Behind the scenes" activities of Kaufmann's during the 55th Anniversary Events.

We count all our customers our friends and many of them know the selling departments as well as we in the store do. But few of our friends had any idea of the organization required to keep the service of the store working smoothly.



*First Aid to Customers and Employees.*

They were eager to know more about us and have availed themselves of this opportunity to get a bird's eye view of a department store.

Each day during the month of June, groups have been and will continue to be guided through the store by employees well acquainted with the various departments and specially trained in leading these groups.

The principal departments shown to the customer on this tour are of three types—(1) those for direct service to the customer, (2) system required to insure a precision and regularity of performance in the movement of the merchandise through the house to the customer, (3) personnel, such as employment.

Under the first type are the Travel Bureau, Gift Wrapping, The Budget Bureau, House Charming and Restaurant.

The guests, who were shown through the store in the afternoon, had a chance to see "Behind the scenes" of the Eleventh Floor Public Dining Room. The methods used in a large kitchen serving thousands of people in a few hours were especially interesting to the housewives.

Probably the departments shown to the customers which were most enlightening to them were those which affect the delivery of the merchandise

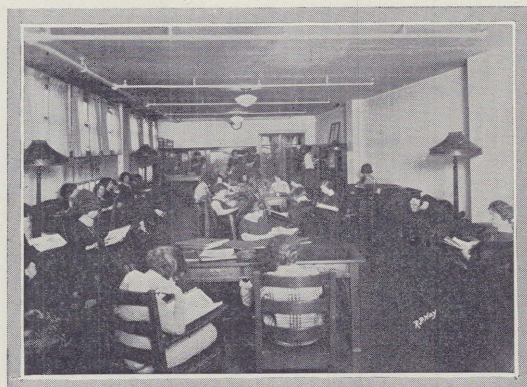
after it is selected by the customer, and the detail necessary in recording the sale.

The early morning shopper who has made selections in several departments and said, "Charge and send, please," often is agreeably surprised to find her packages awaiting her when she gets home in the afternoon. She is more than ever impressed by the planning and direction that is necessary to give this prompt delivery, when she sees the number of times each article is handled. She sees them checked and wrapped and sent to a central point in the basement and hears of the routing and start of the delivery from our Forbes Street Service Station. It is good service when thousands and thousands of packages are sent through in the same orderly and prompt manner each day.

And as the package is going out to the customer, the sales-check is speeding to Tenth Floor, where it goes through the bookkeeping and auditing offices, and the record of all charge purchases sent to each account on the first of each month.

All this is explained to our guests—the system of the store, the organization necessary for its smooth functioning, and back of all this system is the personnel, the force which keeps the system moving.

Sometimes to the public, the employees of a store seem to be a separate group of people, quite unlike the shopper. After all, shopper and customer have the same characteristics. We get a job and fill it to the best of our ability; we eat in a well lighted dining-room; we have our rest room and library; we go to the hospital with our aches and pains,—just like the rest of the world.



*Rest Room and Library.*

Having observed the intricate system, having learned a little about employees' activities, we believe that these customers have a new idea of the meaning of the word "department store."





### *Adoria Beauty Salon*

In the Adoria Beauty Salon, you see your hair, your face or your hands improving in appearance under the deft manipulations of the operators—and you see yourself also in a lovely background of soft grays and mellowed rose.

The new costumes for the operators brighten up the room tremendously. They look so cheerful in their canary yellow dress with the crisp, organdy collars and cuffs, and, from the operators' smiles, we know they must feel the same way.

Miss Lee herself looks like some beauty who has stepped from a seventeenth century painting. She is lovely in her white hair and black taffeta dress. Miss Lee is an admirable example of her own art, but we hope that she is not setting the style for white hair.

The Adoria Beauty Salon has a reputation for expert service in all beauty lines among the women of Pittsburgh who are interested in their appearance. Since the "model plan" has been initiated, the Adoria Salon has become better known and very popular with the fellow-workers. Mr. Anderson deserves special thanks for having kept one model's hair in such fine trim during May. Doubtless all the models feel just as grateful to the barber or operator who bobbed, shampooed, waved or manicured them.

### *Unexplored Friendships*

Books are just like folks. You hear about them, want to meet them, get to know them, and either like them and make friends of them, or else leave them alone if they don't interest you.

I first got into the habit of reading regularly, because one day I realized that a book was just like a person; it could be made into a friend that helped you, or it could cause you a lot of troublesome thoughts if it were not just the type of book for you to read.

We learn what is best for us only by experimenting, and it certainly is well worth one's while to learn what type of books help one most.

Books, in a certain sense, can influence our growth and development more than folks, because it is while reading them that we absorb and recognize the deep truths in life, and we are guided oftentimes by the knowledge we have gained from our reading. Books can amuse, teach, uplift and broaden and if we learn to like them and make friends of them, we will never find ourselves really alone, for then our daily life will reflect the richness and beauty that come from an acquaintance with the best and most useful in literature.

ETHEL FORBES,  
Shopping Bureau.



## Stars of the Royal Vagabond



Princess Helena  
MISS MINNEMAN



Colonel Petroff  
MR. MALAPERT



Princess Violetta  
MISS SCHWARTZ

Queen of Bargavia  
MISS MORRISON

Anitza  
MISS KUHLMAN



Photographs of our fellow-workers, whose talents made "The Royal Vagabond" such a great success.

We regret that we do not have photographs of the other "stars", especially of the Prince, to publish with these.





## The Last Night

The actresses of the Royal Vagabond reverted to their grandmothers' fad—the cry was: "Sign my program."

Sally Thomas was so eager to keep on rehearsing—"I wish George Cohen would give me a trial."

Mr. Goldstein was so aged, infirm, deaf and blind that he had to have the front row seats for three nights in order to appreciate the show.

George Cohan, Sam Harris, Eddie Cantor, the Marx Brothers and George White filled two boxes, looking over the prospective stage stars.

The North Side Service Station bowling league occupied one entire section of the balcony, chaperoned by Mr. Cummins.

Snyder, the electrician at the Nixon, said: "I hate to see the show close. It's the best amateur ever given at the Nixon."

Flowers, and still more flowers for the cast; gifts to Mr. and Mrs. Shea; congratulations to everybody. Then came "Auld Lang Syne," a gorgeous last act, the curtain, and the party. And it was a party long to be remembered.

ROTH-BARBER.

## The Correct Thing To Do

1. What do you do when a customer wants merchandise sent out C.O.D. but not till day after tomorrow?
2. When a customer wants merchandise charged and sent out two or three days later, what do you do?
3. What do you do when a customer wants to pay part and charge part on a piece of merchandise?
4. How do you make out a C.O.D. Exchange for one cedar chest when money is to be refunded to the customer?
5. What are the three essentials which must appear on the body of an employee's check for special price?
6. If a customer asks you to send a package to the Pennsylvania Railroad Station Parcel Room, what do you do?
7. (a) When you have a paid send transaction on a 99 key cash register, how do you dispose of various parts of the sales check?  
(b) Where and how do you record such a transaction?
8. When an employee purchases an article and wants to take it with her, what do you do?
9. When a customer buys merchandise and desires delivery by special boy, what do you do?
10. When a customer wants her own package enclosed with merchandise to be sent, what do you do?

(See Answers on Page 24)

## Mr. Paley Speaks at National Convention

Mr. Phil Paley, buyer for the Drug and Toilet Goods Department, spoke at the meeting of the American Manufacturers of Toilet Articles in New York City May 5th. His address was a straightforward criticism of the manufacturer from the retailer's point of view. Mr. Paley prefaced his remarks with the statement that everything he intended to say was purely biased, prejudiced and personal.

The manufacturers gave him their unwavering attention. Such pertinent statements as the following made them realize that Mr. Paley knew his department and how it could best serve the public. "Your responsibility does not end when you have sold us the product, nor does it end when we have sold it to the customer. It does not end until the consumer has used the product and is satisfied with it."

We give one of the many congratulatory letters received by Mr. Paley:

Richard Hudnut  
New York.

Dear Mr. Paley:

I do wish you to know how much I enjoyed and benefited from your address before the American Manufacturers of Toilet Articles Wednesday last. I am sure your ears would burn if you could have heard the many fine things others who heard you said.

You surely possess the two essential qualities of an orator. You have the ability to express your thoughts in a very clear, concise and interesting manner; also you have something to say, and you are able to hold your audience.

When I was a boy selling papers for my brother in Iowa years ago, the *Chicago Tribune* ran some articles on how to be an orator, requesting senators and prominent orators to give their views. I will never forget what Senator Ingalls of Kansas wrote: "Have something to say, then say it!"

A successful orator once said that oratory is the power to move people. Based on my comments above, in my judgment, you proved that you possess both the above fundamental qualities. The different points you made were excellent and I am sure every manufacturer appreciated hearing the buyer's viewpoint from one of, if not, the best buyer of toilet goods in the U. S. A. Your talk was good, to paraphrase one cigarette advertiser's slogan: "I would walk a mile to hear you again."

Sincerely yours,

G. A. PFEIFFER,  
President and General Manager,  
Richard Hudnut.





## Department Reporters



Basement—Miss Esstreicher—Dresses  
N. S. Warehouse—R. M. Smith  
1st Floor—D. K. Thompson—Jewelry  
Miss Lemon—Stationery  
Mr. Simon—Drugs  
2nd Floor—Daniel Spisak—Sporting Goods  
Joe Miller—Cameras  
3rd Floor—Miss E. Miller—Infants' Wear  
Mrs. C. McLain—Juniors  
4th Floor—Miss McGowan—Furs  
5th Floor—Miss McCormick—Millinery  
Dave Gluckman—Shoes

6th Floor—Mr. Greer—Wash Goods  
Mr. Roth—Barber Shop  
Miss Epstein—House Dresses  
7th Floor—Miss Schilling—House Furnishings  
8th Floor—Mr. Nick Kolling—Furniture  
9th Floor—Mr. Derby—Draperies  
10th Floor—Miss Haley—Alterations  
Miss Sobel—Auditing  
11th Floor—Mrs. Fields—Gift Shop  
12th Floor—Jack Lagoria—Stock Room  
Forbes—P. J. Gavin—Delivery  
Joe Hadley—Garage

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### INTERESTING VISITORS

During the past two weeks, our store has acted host to men interested in retailing in countries at different sides of the world

Mr. S. T. Matsuda and Mr. Oishia from Osaka, Japan, spent several days studying the various phases of our store organization. These gentlemen represented Daimaru, Ltd., which has ten large stores in the principal cities of Japan.

Another guest of interest was Mr. Nils Holmer of Stockholm, who was especially interested in our personnel department. He is a director of a department store in Stockholm which has twenty-two hundred employees.

Mr. Joseph Meyers acted as guide in showing these guests the general plan and organization of Kaufmann's.



### JEWELRY DEPARTMENT

The American Watch Manufacturers are leading in the new designs in sport watches. The latest, Man O'Fashion, manufactured by the Deuber Hampden Watch Company of Canton, Ohio, is a man's rectangular strap watch that conforms with the curve of the wrist. It has a curved glass, making one of the most attractive watches ever manufactured by the American craftsman.

Mrs. Charles Ondrick, formerly Miss Wobb of the Jewelry Department, wishes to express her appreciation through the Storagram for the beautiful gift presented to her by her fellow-workers.

Mr. E. P. Albright, buyer for the Jewelry Department, is buying the latest creations in the foreign markets. We hear that he is finding many beautiful designs, which will be shown in the department in the early fall and before Christmas.

More power to the fellow who was thoughtful enough to originate the idea of the facsimile of the newspaper ad. According to our estimation it is the handiest little pamphlet that has been thought of for a long time. Where I work, I am asked dozens of times a day where articles are on sale, and these sheets eliminate any doubt as to the location of items.

One of the girls in the Jewelry Department remarked that Ed Wilson was the handsomest Admiral she had ever seen on the American stage. The writer agrees on the beauty question, but thinks that he played the part of Simon Legree, and at no time was in danger of being sunk.

Mr. Frank Albright, formerly of the Jewelry Department, has just returned from an automobile trip to Denver, Colorado,

with his mother. He intends to return to Florida in the near future.



### NEW Y. M. & W. H. A. BUILDING DEDICATED

After many years of unceasing effort, the Young Men's and Young Women's Hebrew Association of Pittsburgh completed and dedicated its new building in the center of Pittsburgh's civic center on Bellefield Avenue at Filmore Street.

This magnificent structure was formally dedicated during the week of May 23rd. Sunday evening was devoted to a dedication of the building in general, and the presentation of the Morris Kaufmann Memorial Auditorium. This beautiful auditorium was given to the association by Mr. Edgar J. Kaufmann in memory of his father, Mr. Morris Kaufmann.

On Monday evening, May 24th, a formal dance and reception was held. Tuesday evening brought forth the initial use and dedication of the spacious gymnasium. Swimming and gymnastic exhibitions were given by local aquatic stars and gymnasts. Boxing matches concluded the evening's amusement. Harry Greb and Jack Barry went three fast rounds. All in all, it was a most successful athletic night.

Wednesday evening saw the dedication of the Isaac Seder Educational Center. This is an important part of the Association, for in its classrooms the young men and women will be able to continue their educations in practical or classical lines under able instructors.

The "Old Timers" held sway on Thursday evening. Among the speakers from "The Big Store" were Mr. E. J. Kaufmann, Mr. I. D. Wolf and Mr. Joseph Meyers. (The last named didn't speak—he entertained with his wit and humor.)

On Saturday evening, May 29th, the "Y" was host to the students of Pitt and Tech. Music, songs, yells and short plays were given by the students in the crowded Morris Kaufmann Memorial Auditorium. Later those who desired to dance adjourned to the gymnasium.

The events of the entire week foretold an active and most useful existence for the new Y. M. & W. H. A. building.

We were glad to know that Mr. E. J. Kaufmann, Mr. I. D. Wolf and Mr. Joseph Meyers are wholeheartedly interested in the Association. With such men interested in the "Y's" destiny, it is bound to be successful in every way.

What about a high membership for the Y. M. and W. H. A. from Kaufmann's?

SIDNEY J. DICKLER, Draperies.



## SIXTH FLOOR NOTES

## WASH GOODS DEPARTMENT

Mr. L. S. Cohen, our buyer, is the owner of a brand new car. Watch out for the speed cops!

We welcome into the Wash Goods Department our old friend, Mrs. Staley. We hope she will enjoy the happy family spirit which prevails in our department.

The Silk Department wishes to welcome Miss Findley and Miss Adams, who come to us from another city store. They are old timers in the department store game.

The sixth floor feels very proud of its talented actor and actresses.

All the employees of the Wash Goods Department were invited to the wedding of their much respected cashier, Marie Weismann, to Mr. Jacob Sinneway, which occurred on Tuesday, May 25th, at St. George's Catholic Church. Everyone wishes Marie the best of luck.

Hilda Gelzhiser surprised her fellow-workers in the Silk Department when she announced her engagement recently. We all wish her much happiness.



## HOUSE FURNISHINGS NOTES

Mr. Faust, our floorman, is a welcome figure in the House Furnishings Department again.

A large group of employees from this department were entertained at the home of Miss Pearl Brazinty on May 20, 1926. Pearl is to be married in June to Mr. Leo Andrews. The department presented her with a beautiful mahogany Seth Thomas chime clock and candlesticks to match. We know they all had a good time because some didn't go home until morning and some didn't go home at all.

If anyone ever heard Mrs. Carson's pots and pans laughing, it is because Mrs. Carson and Miss Stain are tickling them with a feather duster.

Of course Winnie Winkle has nothing on Ida of wire goods when it comes to being a man hater. Just the same, you should watch her when Mr. Sherlock comes in.

Miss Loy and Mr. Greene certainly have the rest of us guessing what they mean by the ONLY ONLIEST.

Mr. Dashbaugh is some salesman when it comes to selling CIRCUS BERRIES.

We are glad to know that Miss Loy once more won a prize in the Directory Contest.

## CREDIT DEPARTMENT

The credit office extends sympathy to Miss Pearl Rose's mother, who has been taken very ill.

We were very much surprised to see Miss Martha Kaiser come strolling in the office on April 3d with a stunning diamond on the third finger of the left hand. The fortunate boy is none other than Mr. Charles Murray, Homewood, Pittsburgh, Pa. "It won't be long now, Martha."

The actresses of the Credit Office are just about getting over "The Royal Vagabond."

CREDIT OFFICE.



## OH! WHAT A LIFE!

*The Diary of a Popular Salesman in the Boys' Clothing Department*

A.M.

7:00—Arises at the sound of the alarm clock and wishes it were Sunday.

7:30—Breakfast of ham and eggs.

8:00—On street car, he pretends to read the paper, but really is gazing at the fair maidens.

8:30—Good morning!

9:00—Just watch the last speck of dust disappear.

9:30—Still at it. (Second floor men take notice.)

10:00—Goes shopping—buys underwear.

10:15—Returns underwear.

10:30—There goes another feather in his hat. Customer thanks him very much for his courteous service.

11:00—Ding—Lunch.

11:30—Buys a Marsh and struts up the Avenue.

11:45—Dong—and in again.

P.M.

2:00—Wears a broad smile as he makes several good sales.

3:00—Chats with George Snyder (a penny for their thoughts).

4:00—Roams around in book department looking for a copy of the "Police Gazette." Comes back looking disappointed.

4:30—Asks writer why he's so observant and hangs around so much.

5:30—He's polished his locks and looks like a dandy. Good night!



A group of "Old Timers" (who aren't so old) at the Service Desks.

Today, with bobbed hair and short skirts, they look as if they had lost rather than added ten years to their age.





# Shoe Making & Fitting Revue

PRESENTED BY THE FELLOW-WORKERS OF THE  
SHOE DEPARTMENT



Did the store put over "The Royal Vagabond"? I'll say they did, and then some. But there was only one thing that didn't please us, the shoe departments had no representation in it, except the shoes. That wasn't enough in our opinion, so we decided to put on, especially for the Anniversary, a little musical comedy of our own, entitled "The Shoe Making and Fitting Revue." It is going to be a real unique affair, and to make it so, we are not having evening performances, but morning and matinee. Mr. Ben Cohen is business manager of the whole affair, and he assures us all it will rival, if not surpass, "The Royal Vagabond." He says that when George M. Cohan sees the many original steps he will feel like an amateur. The

players are being groomed under the direction of Mr. Walters, assisted by Mr. Karl, Mr. Grauer and Mr. Ristan.

The orchestra, the K-O Wear Wells, is under the direction of Mr. Horne, and includes the following: Messrs. Dunlap, Sheaffer, Friedman, Curka, Williams and Murray. Mr. Horne says the (shoe) string section of the orchestra is the best obtainable. The special overture of the orchestra is the "Laird & Schuberts Last Forever." Another of their feature numbers is the "Arch Preserver Fits Right." Some of the song hits in the play are "Adoria For Mine," "Arch Grips for the Daily Grind," and "Junior Adoria Wears Fine."

The cast and other personnel are as follows:

## KING'S ENTOURAGE

King Sole	F. BOTT
Crown Prince Turn	A. PRICE
Prince Welt	H. SILVER
Prince McKay	J. SCHAFFLER
Queen Heel	A. DIXON
Princess French	F. REEDER
Princess Spanish	V. NEUFELD
Princess Baby Louis	E. ESWEIN
Princess Cuban	E. HALL
Princess Military	M. MYERS
Princess Flat	A. LIEB
Baton Insole	T. SHOWALTER
Duke Upper	J. GATTER
Count Shank	D. CRATTY
Baron Quarter	C. BRYANT
Duke Backstay	W. ZAHNISER
Duke Sock Lining	E. THOMAS
Count Toe Cap	A. EDWARDS
Baron Throat	K. PALMER
Count Buttons	W. DARRAGH
Countess Vamp	S. LYTTON
Countess Findings	K. PARKER

## "CAVALIER" CAVALRY GUARDS

Cavalier Dressing	H. TAYLOR
Cavalier Paste	B. JOHNSON
Cavalier Carbona	H. LARKIN
Cavalier Cream	T. HAYDU

Stage Manager.....W. FITZPATRICK  
Asst. Stage Manager....R. BALLYNTYNE  
Decorating Artist.....L. GOLDSTROHM

## "I. MILLER" FANCY STYLE STEPPERS

### Madams

One Strap	G. MORGAN
Two Strap	G. COUTANT
Center Strap	S. TOBIAS
Gore Pump	M. KATZ
Theo Tie	M. HARRISON
Opera Pump	O. FIGART
D'orsay Pump	E. GUEST
Colonial Pump	N. BENNETT
Oxford	D. ROSENBERG
Wellington Boot	S. PASCAL
Check Check	N. MYER

## "BALLY" BALLET DANCING KIDS Mademoiselles

Black Kid	H. WAGNER
White Kid	I. HERMAN
Blonde Kid	R. FEIGLEMAN
Gray Kid	S. WAR
Bronze Kid	B. LIFF
Parchment Kid	M. WORK
Sauterne Kid	B. SCHUMAKER
Bois de Rose Kid	M. MIDDLEMAN
Brown Kid	R. ROSENFELD
Gold	H. POLLOCK
Silver	E. SYKE

Stage Hand.....EVAN FRICK  
Stage Hand.....JOHN DROSHAK

## MALE LEATHER CHORUS

### Monsieurs

Glazed Kid	A. O'CONNOR
Patent Kid	S. SAVILLE
French Kid	R. WAY
Vici Kid	E. BLATNIK
Suede	H. WOLK
Buckskin	E. COUKART
Wax Calf	C. LUFT
Mat Calf	L. HAINICK
Velour Calf	J. MARSH
Russian Calf	L. FRIEDMAN
Patent Colt	H. SCHAPPER
Willow Calf	F. WELLINGTON
Cordovan	B. HELLMAN

## KING'S NOVELTY ENTERTAINERS

Madam Snake Skin	P. GROPPER
Madam Lizard Skin	G. DEBROCCQ
Madam Shark Skin	B. WALL
Madam Alligator Skin	N. MAUER

## KING'S GUARDS

Lieutenant Half Sole	J. CRISTOLINO
Private Refinisher	A. KRAUSE
Private Rubber Sheathing	J. LOMBARDI
Private Top Lift	A. ASHWELL
Private Kant Slip	E. CERHERIO

The play is in three acts. The first act is laid in the king's palatial parlor, the Fifth Floor Shoe Department. The second act in the king's hunting ground, Men's Shoe Department; the third act in the king's garden, the Third Floor Children's Shoe Department.

Crown Prince Turn plays a double role, in one of which he disguises as Professor Arch Support. In one of the scenes, the Countess Vamp is seen trying to steal his love, while he amuses himself by playing nonchalantly on a shoe horn. In another scene, while the dancing Kids are performing in the king's hunting ground, they are attacked by the notorious outlaws, Dust, Dirt and Grime. The Cavalier Cavalry Guards come to their rescue just in time. In the final act, the King holds an

elaborate entertainment at which the Countess Findings makes her debut in a gorgeous costume of rhinestones and buckles. For the entertainment of his guests, Madam Snake Skin gives an interpretation of a snake dance. Madam Lizard Skin, Madam Shark Skin, and Madam Alligator Skin, respectively, also give an interpretation of a lizard, shark and alligator dance. In the grand finale, they sing "Wonder Value Makes You Wander."

This is just a brief review, and you'll understand it better when you see the performance. Just a little word for the actors They are going to render the best service ever.

"RED" GLUCKMAN,  
J. SCHAFFLER.



## ELEVENTH FLOOR NOTES

In the recent interesting Contest held previous to the Anniversary Sale for "brushing up" our memories and efficiency, we congratulate Mrs. Fluke of the Victrola Department for so bravely carrying off the honors and receiving the well-deserved prize.

On one of our "rare days in June", a former member of the Victrola Department, Mrs. John Ahl McCook (nee Helen McDavitt), made a call on her old colleagues, looking as radiant as the day itself, and accompanied by the newly acquired matrimonial partner. Her popularity was evidenced by the warm welcome she received, and we all wish the happy couple every possible form of success as they embark on their new life journey.

A beautiful white satin Banner displayed in the Radio Department announces to their many patrons the result of the successful efforts of that Section to win recognition for doing the largest percentage of increased business in excess of last year of any department throughout "The Big Store."

The famous family, to whom credit is given as having "won the war", is now staggering under the added responsibility of having a similar reputation in regard to our Eleventh Floor. Mr. A. W. Smith is covering the Contract Department with glory in his many successful contracts involving large establishments of different types; Mr. Lee Smith is now busily engaged in endeavoring to make the Victrola Department "the finest ever"; and our new Floor Superintendent bids fair to greatly popularize the name of Smith. This trio of true greatness should indeed answer the time-worn query of "What's in a Name!"

We regret to have Mr. Hannon leave our midst, but we know our loss is but the gain of his new surroundings.

Sympathetic Floorman—"What's the matter, little girl? Why are you crying?"

Little Girl—"I've l-l-lost m-m-my M-M-Mamma."

S. F.—"What does your Mamma look like? Perhaps I can find her for you."

L. G.—"She's got on a r-r-red h-h-hat without any lining in it."

Judging from the overflow in the main dining room during the hours that the telling efforts of Scalzo's Orchestra are being thoroughly enjoyed, we anticipate it will soon be necessary to enlarge that gathering place of Pittsburgh's best known gastronomic connoisseurs. Or is it only due to the fact that the adjoining "Gift Shop" offers alluringly attractive novelties and gifts for all occasions? The season of the culmination of "the young man's (and young woman's) fancy" certainly has been vividly noticeable in this Department; and that it is equal to all demands for all occasions has been repeatedly evidenced by the return many times of its delighted patrons, and their generous expressions of satisfaction.

L. H. FIELD.

## THIRD FLOOR

## INFANTS' DEPARTMENT

One Saturday, after store hours, the girls from the Infant Department all gathered around a piano that happened to be on the third floor and sang "Should Auld Acquaintance be Forgot." The cause for the song was Miss Weber's prospective trip to Europe. The members of the department presented Miss Weber with a gold fountain pen and pencil and a box of stationery. Miss Arras made the presentation speech. This is Miss Weber's first trip abroad. We hope that it will be a very pleasant as well as profitable one to her.

Anyone who wants to be weighed just come to the Infants' Department and Mrs. Richey, the nurse, will gladly perform the rites and ceremony.

## TOILET GOODS DEPARTMENT

We have a number of ardent baseball fans in our midst. Why consult newspaper experts regarding who will win and why? Just ask Joe Meyers, our stock boy; he'll give you all the inside information.

We are afraid that Bear Run will not be frequented as much this summer by Mr. Paley. He is now a golf enthusiast—we know he can swing a mean mashie.

Everybody is glad to see Miss Polena back after an absence of three months. She sprained her ankle while stepping off a street car.

We are expecting to hear wedding bells ring for both Kitty Rafferty and Jean Goodstein. Let's hear the dates!

Have you seen Doris Miller's boyish bob? Quite the latest and "tres chic."

Our sympathy is extended to Miss Margaret Schuh, whose brother died recently.

The Drug Department was grieved to hear of the death of Margaret Woods Reesfar, Mr. Paley's former office girl. Our sympathy is extended to her family.

Miss May Rogner, our popular floor lady, is engrossed in china painting. We wonder why?



## SIXTH FLOOR NOTES

Miss Riley, our buyer, is in Europe selecting all kinds of beautiful "undies" for my lady's wardrobe. Upon the eve of her departure, she was presented with a beautiful leather bag by the co-workers of nineteen and sixty-nine departments. The girls of the underwear and petticoat departments all join in wishing her a successful and pleasant trip.

Miss Anna Dorsey is missed from our departments. We all wish her a speedy recovery.

Miss Miller and Miss Harmon of the Corset Department surprised the older girls when diamonds appeared on their left hands. The diamonds mean weddings in the near future, but we have not learned the exact dates.



Mrs. Keener, our former corset buyer, snapped at her new job—taking care of her charming little daughter.



Mr. Bick, our floor superintendent, is the most versatile man we know. Besides being an excellent superintendent, he is a famous actor, a poet and a wonder at driving a Studebaker.

Miss Weyman, buyer of knit underwear, followed the rest of us and had her hair bobbed. We hope Miss Evans will be the next convert.



## North Side Service Station

Many of our employees do not realize what an important part of the store organization our Service Station is. Here are a few figures for the month of May which indicate only slightly what is going on at North Side:

During the month of May, our receiving department unloaded one hundred and fourteen cars, besides receiving merchandise over the door. We have facilities for unloading three cars at one time.

Our freight department made eight hundred and seventy-five shipments by express and four hundred and fifty shipments by freight. Some of these shipments went as far as England and Germany.

We delivered 17,099 pieces of furniture in the month of May.

We welcome Miss Grace McKenna to the North Side Service Station. She came to the Service Station to take Miss Leonard's place, when Caroline succumbed to the lure of the June brides.

Do you know Charlie Krappe? Get acquainted with him. He's the luckiest fellow in the Service Station.

Sara can let you in on one secret—that Sylvester likes them red-headed.

Someone should tell Riley on the seventh floor that a certain young lady just can't help smiling every time he passes the office.

Tom Howells—"Why is a pretty girl like a mirror?"

Pfeiffer—"Don't know."

Howells—"Because she's a good looking-lass."

If you want to know where Mrs. So-and-So lives in Brookline, Dormont or Beechview, just ask Chauffeur Heisel. He knows everybody in the South Hills.

Mr. Swan should be a little more careful when he goes buggy-riding. He nearly ran over a certain party on a certain Saturday at Sixth and Duquesne Way.

It won't be the fault of George Fisher if the North Side doesn't have a good baseball team.

### BOWLING LEAGUE BANQUET

The night of May 15th will long be remembered by the members of the North Side Service Station Bowling League. The crowd attended the Davis Theatre the early part of the evening, and then marched thirty-seven strong down the avenue to Kramer's.

The dinner at Kramer's was a big hit with all the men. Besides lots of good food, there were speeches and songs to keep everyone interested and amused.

Mr. Cummins made the opening address. He spoke of the huge success of the bowling league and of the good-will and good feeling it has created among the men. He also spoke of Kaufmann's Summer Club and urged more men from the Service Station to take advantage of the opportunities for a ripping good vacation at Bear Run.

Every man present was called upon to say something. Al Chiapetti, foreman of the finishing shop, sang an Italian opera song. Mr. Smith of the Sewing Machine Department entertained the boys with several oldtime songs. Both he and Sam Goldstein caused a great deal of amusement with their song and improvisations, "It Ain't Gonna Rain No More."

A rising vote of thanks was extended to the committee in charge of the affair—Andy Lunz, John Punny and R. M. Smith.

Mr. Cummins, in behalf of the members of the Bowling League, presented Mr. Gundacker, captain of the Walnuts, which was the champion team, with a beautiful loving cup. The names of all members of the team were inscribed upon it.

The bowlers extended best wishes to Mr. Jack Boyle of the Carpet Department, who has left the Service Station.

Next season the bowlers hope to double the membership of the league and to make it even a greater success.

## CREDIT TO MR. DANNER

Tuesday.

My dear Mr. Kaufmann:

For some time past I have been speaking the praises of your store, especially in its amazing development of the past year, to my friends. Notably are the shoe department and the French hat shop my joy.

But yesterday I found a friendship and a helpfulness in the sporting goods department that impels me to carry the tale to you. My son, Anthony W. Smith III, is to sail early in June with a party of Columbia and Barnard College students for a trip through Russia. It is necessary that an unusual knapsack and sleeping bag be obtained. They were absolutely unobtainable in town, until I was directed by one of your clerks in the Sporting Goods Department to Mr. Danner, who courteously and promptly offered to secure the articles from headquarters in Boston and New Haven for me, and within the short time allotted. It was so great a relief to me and so enterprising and courteous that I feel I must send you this note of appreciation of your big store. We should have been in quite a dilemma without it.

Sincerely yours,  
JANEY COARD SMITH.  
(MRS. A. W. SMITH)

### NINTH FLOOR NOTES

Among the new additions to the personnel of the ninth floor drapery department is David Richards. Dave is a former Keith vaudeville artist, having been on their circuit for more than a year, singing and dancing. He's a good friend of Jack Easton, who was an employee of Kaufmann's and is now a Keith star. We feel sure that Dave will be a fine addition to the already popular "show troupe" of this store.

Customer (picking up piece of awning hardware) — "What is this, please?"

Miss Miller — "That is a reducing ell, madam."

Customer (to friend) — "My goodness! How in the world do you reduce with that thing?"



### THIRD FLOOR NOTES

We have missed the cheery "good morning" of Miss Agnes Stokes, who has been absent on account of illness. We hope to have her with us soon again.

Betty Herbert and Agnes Flinner are reducing. Every morning at 8:30 and every afternoon about 4:30, they do their daily dozen with the dress stock.

Miss Eva McGuire of the third floor service desk will be married June 30th. She plans to take a short honeymoon and return to work. We wish her much happiness, and are glad that she is not leaving us.

Bear Run is calling—and you must have sports clothes to wear. Try the Children's Department for your camp togs. We have the loveliest selection of knickers and camp suits. Then there are the prettiest blouses and sweaters to be worn with your knickers. "Tom Boy" dresses, in English broadcloth, soft and silky, are ideal wash dresses for vacation.

### CORRECTION

In the May Storagram, an error was made in a note of sympathy from the Lamp Department for Mrs. Walquist. The name was written Miss instead of Mrs. Walquist. We offer our apologies for the error.



# News from Forbes Service Station

Permit us to introduce the Forbes Service Station as the successor of the Forbes Street Warehouse.

Many people's conception of a Garage is an oblong box built generally of corrugated iron, but often out of various materials unusable for any other purpose. We believe that none of you have such an impression of Forbes Service Station, but you may not realize how important it is. It has a floor space of 100x200 feet, and is designed to house and service over 100 automobiles. By service, we mean condition them, and keep them in condition. This work requires the services of men of many crafts, each one an expert in his line. Practically all of this work is done in our own Garage, little or no outside help being required. We believe this to be an achievement no other commercial garage in the vicinity is capable of.

In the chain of activities might be mentioned the Tire Shop, with equipment for repairing both tubes and casings, and so efficiently managed that one man does the work.

A Machine Shop which works in conjunction with the Repair Shop. The work of this department is to reservice worn parts, design and make special tools and duplicate parts wanted in an emergency, and to look after the mechanical repairs of the building. This, also, is done by one man.

A Paint Shop where the cars are kept painted and lettered, producing one of the most convincing advertisements of the "Big Store."

A Finishing Department where all tops, curtains, tarpaulins and cushions are made and kept in repair; also leather work, special or otherwise. This department also functions with one man.

An Electrical Department which operates at night. The duties of this department consist of battery charging and repairs; all electrical repairs and adjustments. This, also, is a one-man department.

A Forge or Blacksmith Shop in conjunction with the Carpenter Shop. Both equipped for general work, and operated by the same man.

Last, but not least, we have a General Repair Shop, which is divided into two distinct divisions; one division is called "Monthly Inspection." This department makes a complete inspection of four cars a day. The other division, known as the "Overhaul", makes the more extensive repairs.

We hope to introduce by pictures, from time to time, each worker in this important branch of the service, giving a more detailed description of the particular work done in each division.

## DELIVER'N THE GOODS

I been a-thinkin'. He's quite a congenial old man. Gets on the job early in the morning, gets away late at night, and when the rush season is on and everybody is a-yellin' for help, you find him pluggin' ahead. "Pluggin' Ahead" is one secret of "Deliver'n the Goods."

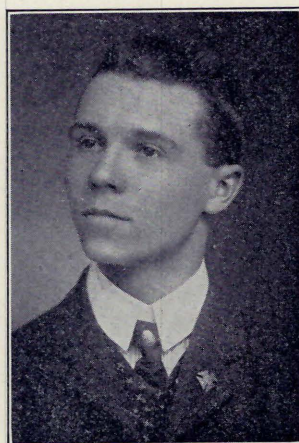
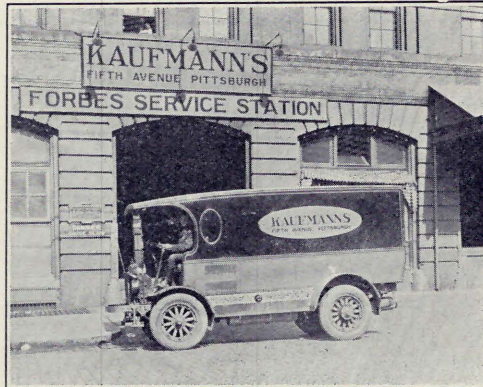
Everybody likes him. The boys all talk well of him. He's known as Joe, Joe Beigs. He's bigger'n his job. He comes around like a fellow who just met his best girl (smilin')—you know, "Smilin' Through"—that is another secret of "Deliver'n the Goods."

The people along Route 15 know him. They depend upon him; hail him as a grand old man. Gets along with everybody; don't hear him complain. When he says a thing it's good and does a fellow good to hear it. He has troubles just the same as other folks, but he meets them half way and pushes ahead. This thing of "Pushin' Ahead" helps in "Deliver'n the Goods."

So I've been a-thinkin' about Mr. Beig. He's a lotta help to us young fellows about the Garage. We keep watchin' to see how he does it. Maybe we could feel his head, but it ain't where his goodness is; it's down deeper somewhere near his fifth rib. You see his heart is in his work. Put'n in your whole heart in your work is another help in "Deliver'n the Goods."

Folks ask for suggestions, but we don't believe our friend could write one on paper as well as he acts them every day around the Garage. He is no young man now. It seems he's learned life's lessons well. He's won his way into the hearts of the boys, and we say, "Hail to you, Joe," as we believe good fellowship helps in "Deliver'n the Goods."

W. C. ROBSON.



An Old Photograph  
The man who originated the expression,  
"Meet the customer with a smile."  
Do you know him?

## THE SPIRIT WAS WILLING, BUT THE FLESH WAS WEAK

One of our boys had an embarrassing experience recently which he will not soon forget. On his way home from work on a Carrick car, he was seated across the aisle from two pretty girls. The younger one endeavored to open the window, but it was too tight or she was not strong enough. Our hero arose, lifted his cap, and with the bow of a Chesterfield proffered his services. He pulled, tugged, got red in the face, and finally sagged down in his seat, faint and exhausted. The older girl arose, smiled, and with a finger on the latch, and a firm grip on the lift, easily raised the window. Thank you. We'll give you credit for your good intentions anyway, Bill.

ALEC CONWAY.



## June—The Month of Brides

### DWYER—SCHLOSSER

A wedding of interest to everyone in "The Big Store" is that of Miss Hilda Dwyer to Mr. John Schlosser in Orlando, Florida, June 15th.

Miss Dwyer has been secretary to Mr. E. J. Kaufmann for eight years, and in that time has made many, many friends. They could not let her go without saying how much they were going to miss her, and a party was given in her honor at the Concordia Club on Saturday evening, June 12th. It was a very delightful occasion and gave Miss Dwyer's friends the opportunity to say the nice things about her which they long had felt.

Most of the guests went from the Concordia Club to the Anniversary Ball at the Schenley Hotel. Miss Dwyer said "goodbye" to her friends and her family, and boarded a train for Florida.



The Storam is speaking for all fellow-workers in wishing Mrs. Schlosser all happiness in her new home.

The Ladies' Alteration Workroom has lost four of its employees, who have chosen matrimony as their new profession.

Miss Mary Bernstein is to be married to Mr. Louis Golden-son on June 17th.

Miss Freda Weinblatt left the department recently and will be married some time in June. Her fellow-workers presented her with a chime clock and candlesticks.

Miss Mary McGrath is reversing the usual custom and taking a long trip before her wedding. She has sailed for Ireland, where she will spend some time visiting her mother and sister. Then she will return to America and in the late summer go to California to be married.

Miss Jean Omayer is still with us, but is making plans for a wedding the first of July.

The fellow-workers of the Alteration Workroom wish the brides and brides-to-be much joy.

### MASILIUNAS—MAURER

Another June bride from the Housefurnishings Department. Miss Masiliunas has not been long in this department, but has made many friends.

Her wedding will take place June 15th. The lucky man is Mr. Steve Maurer.

We wish her many years of happiness.



Miss Caroline Leonard of the N. S. S. S. was married to Mr. Albert E. Sappo on Wednesday morning, June 9th. All the North-Siders give their best wishes to Caroline and Albert.

### ANSWERS

(To Questions on Page 17)

1. A regulation Deposit Hold Check is made out and on the pink envelope, in the space provided for date of shipment, the desired date of delivery is inserted.
2. Secure a future delivery sticker from the wrapping desk and attach it to the sending label.
3. No provision is made for allowing a customer to pay part and charge part on one salescheck. In such a case a charge should be made out for the total amount of purchase and the customer requested to pay the desired amount on her bill at the Credit Office on the Eighth Floor.
4. Make out a C.O.D. Exchange check, on the body of the check write, "Driver bring back 1 cedar chest, value 19.50, or collect 15.00 in cash. Refund due customer 4.50." The refund for 4.50 is mailed to the customer.
5. The store number, the permit number, and the floorman's O.K.
6. Get a parcel check at the wrapping desk, give the customer the stub and attach the remainder to the package. We will deliver the package free of charge.
7. (a) Give the customer her voucher; put the remainder of the duplicate check and the sending label with the merchandise; put the body of the original check in the index. (b) Record R on the index opposite the number of the sales check which has been used; record the amount of sale on the tally card.
8. We hand no merchandise out over the counter to employees. Send all packages to the Parcel Room. If it is an emergency, get an O.K. from the floorman to have the package given to the employee.
9. Request the customer to purchase a special delivery stamp at the Service Desk.
10. Write the number of packages and the total value on the sales check; write the customer's name, address and valuation on each package; then get the floorman's O.K.



# The Thinker

BERTON BRALEY



Back of the beating hammer by which the steel is wrought,  
Back of the workshop's clamor the seeker may find the thought;  
The thought that is ever Master of iron and steam and steel,  
That rises above disaster and tramples it under heel.

The drudge may fret and tinker or labor with lusty blows,  
But back of him stands the Thinker, the clear-eyed man who  
    knows;  
For into each plow or sabre, each piece and part and whole,  
Must go the brains of labor, which gives the work a soul.

Back of the motors humming, back of the bells that ring,  
Back of the hammers drumming, back of the cranes that swing,  
There is the eye that which scans them, watching through  
    stress and strain;  
There is the Mind which plans them—back of the brawn, the  
    Brain.

Light of the roaring boiler, force of the engine's thrust,  
Strength of the sweating toiler, greatly in these we trust;  
But back of them stands the schemer, the Thinker who drives  
    things through,  
Back of the job the Dreamer who's making the dream come  
    true.



# MILESTONES

**T**HIS wasn't always The Big Store. Fifty-five years ago it was the "Little Store Across the River." But that was before Pittsburgh grew up to be the anvil of industry and the pivot of progress.

These Anniversaries of ours are a series of milestones measuring local progress, and serve to remind of the toilsome processes and moiling years down which we came and through which we grew.

Kaufmann's began as a neighborhood shop when Pittsburgh was a town of neighbors and modest forges—a drill ground on which modern commerce was practicing the first steps of mass production and working out a technic of manufacturing, destined to reset the standards of the world.

Kaufmann's remembers when Carnegie built his first plants and how young Westinghouse, unshaken by incredulity, made the "couldn't-be-doners" eat their jeers. It recalls how men shrugged at a weird tale, brought from the Philadelphia Centennial, about a talking box through which folks ten miles apart could hold conversations.

It heard the first Bessemer blasts shriek across the Monongahela and recollects certain trifling paragraphs that announced the humble and unobtrusive entrance of aluminum into the kingdom of practical metals.

Through these phases of development The Big Store correspondingly developed, enlarging its resources and adjusting its services as Pittsburgh has quickened step and changed pattern.

Your fathers and our fathers built well. Not in spurts and booms but cautiously and cannily, taking full toll of every clock tick, side-stepping speculation, avoiding blare and bombast, never pre-spending tomorrow's income, restraining promotion to funds in pocket, turning into our hands solvent concerns with ample reserves and peerless credit. Thus for more than half a century, punctuated with critical periods, Pittsburgh business has stood crisis-proof. We have neither suffered the depressions of agricultural areas nor endured the ups and downs of secondary producers.

Our foundations rest upon economic bedrock. This is a community of primary artificers, dealers in basic necessities, workers of iron and glass and metal, an electrical and traffic supply base. Pittsburgh is craftsman to the universe, trader on the farthest frontiers of civilization. Earth-over, wherever there's wheel or rail, communication by wire or air, the equipping of homes or erecting of skyscrapers, sanitation or intelligent tillage, Pittsburgh has its customer.

If ours are not yet the loftiest structures, the grandest hotels and hugest apartment houses, be it remembered we furnish the caissons, the girders, the glazing, the vital structural stuffs and the wherewithals for their transportation, regularly re-investing the earnings therefrom further to stabilize industry and livelihood for our people. Our educational institutions specialize in arts and crafts and practicalities, rather than isms and ologies and shallow veneers.

We have no Great White Way, but we have the highest percentage of personally owned homes and the thriftiest, soberest, trade-trained younger generation on the continent. No other city more inherits the spirit and solidity of those shrewd burgher towns in Europe, where organized commerce was sired and medieval guilds were born.

Their names upon commodities were guarantees of merit and value; everywhere respected just as "Made in Pittsburgh" sets the mark for quality today. We, in turn, have consistently striven to have "Sold in Kaufmann's" mean as much, else we could not have prospered.